



JACKSONVILLE
TRANSPORTATION
AUTHORITY

Best Marketing and Communications on the COVID-19 Pandemic

Wellness on Wheels Comprehensive Campaign

1. Who was the target audience?

The target audience for the Jacksonville Transportation Authority's (JTA) Wellness on Wheels campaign was the citizens of the Northeast Florida community.

2. What was the situation/challenge that necessitated creating this entry?

As COVID-19 vaccines were made available in Jacksonville in early 2021, people were skeptical about getting one and some had limited access due to transportation challenges. The JTA, in partnership with Agape Family Health Center, wanted to develop an innovative solution to eliminate the transportation barrier for underserved communities heavily impacted by the virus. To increase access and provide education and awareness about the vaccines, the JTA developed the Wellness on Wheels program. The program utilized four retrofitted buses to serve as mobile vaccination clinics that traveled to different locations throughout Jacksonville to help people where they were.

3. What was the strategy/objective for this entry?

The JTA's objective for the Wellness on Wheels initiative was to increase access to the vaccines for people living in underserved communities. The JTA also wanted to make it easier to promote public health and safety while utilizing vehicles that were sanitized and fully equipped. During the four-month campaign the JTA held events, disseminated informative brochures, posted on social media and made special reports on the Making Moves television show to engage the target audiences. Wellness on Wheels buses were branded with colorful wraps that depicted images of diverse people in medical settings receiving vaccinations. The campaign enabled the JTA to keep the public abreast of the location of the mobile units and obtain vaccinations.

4. What results/impacts did this entry have?

Through the Wellness on Wheels campaign, the JTA was able to provide awareness to the community about public vaccination sites, offer safe trips to and from the sites and distribute factual information about the virus and the vaccines. When vaccines were first made available, sites were typically in areas underserved by public transit. After the JTA formed the partnership with AGAPE to transport citizens to vaccination sites and operate mobile clinics, the Authority promoted the initiative on the Making Moves television program, where it garnered more than 325,000 social media impressions. At the end of the campaign, more than 11,000 people had obtained vaccinations. In addition, the JTA provided 1,799 free rides to state and federal sites, issued 1,145 free one-day passes for vaccinations and enabled 800 people to obtain shots at Wellness on Wheels mobile vaccination units.

5. Please tell the judges why this entry was submitted and why it should win the Adwheel Award

The Wellness on Wheels campaign was submitted because it is a strong national example of how a transportation organization can help advance public health and safety by making it easy to obtain COVID vaccinations. Wellness on Wheels allowed the JTA to connect with and provide COVID-19 awareness and accessibility to people in underserved communities during a critical time. Through events, eye-catching materials, four wrapped and retrofitted buses, social media and more, the Wellness on Wheels campaign provided life-saving protection for more than 800 people who were able to receive vaccinations, and garnered national recognition from the White House.



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“Brochure - English”



“Brochure - Spanish”



“Bus Wrap”





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"Facebook"

Jacksonville Transportation Authority (JTA)
April 23 · 🌐

Wellness on Wheels and Agape Family Health Center are back at the Jacksonville Regional Transportation Center at LaVilla this afternoon.

- 📄 No appointment needed
- 😊 Open to everyone 18+
- 📍 100 LaVilla Center Drive ... See More



Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

"Instagram"

Jacksonville Transportation Authority (JTA)
@JTAFLA

Official JTA Twitter account. We provide public transportation & build roads in Jacksonville, FL. For immediate assistance: (904) 630-3100 | social@jtafla.com

📍 Jacksonville, Florida 🌐 jtafla
📅 Joined August 2010

593 Following 4,179 Followers



Visit the COVID-19 Information Center for vaccine resources.

"Facebook"

Jacksonville Transportation Authority (JTA)
7h · 🌐

The Wellness on Wheels mobile #COVID19 vaccination clinic is at the St. Johns Town Center today from 10 a.m. - 6 p.m.

The Agape Family Health Center team will be at the GATE Stores station located at 4123 Town Center Pkwy, Jacksonville, FL 32246

Here's this week's schedule: <https://bit.ly/3Isyr3M>



Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

"Twitter"

Jacksonville Transportation Authority (JTA)
March 19 · 🌐


The JTA & Agape Family Health Center are proud to launch Wellness on Wheels - a mobile vaccination clinic to help at-risk populations access a COVID-19 vaccine.

We are the 1st public transportation agency in the state of Florida to provide this service. For more information visit: <https://bit.ly/3r3bftA>




Jacksonville Transportation Authority (JTA) @JTAFLA · Aug 4
This morning, the Wellness on Wheels #COVID19 mobile vaccine clinic and crew will be outside the @Jacksonville School Board Building from 10 a.m. - 3 p.m.

The @AgapeHealthcare professionals will be onsite to administer vaccines and to answer any important questions.



Jacksonville Transportation Authority (JTA) @JTAFLA · Aug 4
The Wellness on Wheels team is set up and ready to go! Today, the @AgapeHealthcare team is offering Moderna and Pfizer doses.





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"Events"

